

LOS ANGELES COUNTY DEPARTMENT OF MENTAL HEALTH
STRATEGIC COMMUNICATIONS
Underserved Cultural Communities (UsCC)

**AMERICAN INDIAN / ALASKA NATIVE VIDEO SHOWCASE PROJECT
FISCAL YEAR 2019-2020 for Fiat Luxx Productions**

Project Summary/Results

Beginning in September of 2019, in association with Los Angeles County Department of Mental Health and American Indian Counseling Center, Fiat Luxx Productions was tasked to create 2 videos. One video featured the identity and narrative of the American Indian Counseling Center, located in Cerritos, Ca. The second video showcased the different organization helping the Native American community in Southern California in association with Los Angeles County Department of Mental Health.

After meeting with the principle personnel (Dr. Melanie Cain and Kelly Wilkerson) in September, pre-production started with concept scripts and scheduling for the production for both the 5 minute and 10 minute videos. From October 12th to October 24th, production commenced for both videos. We covered some of the prominent events for Native Americans (Elder's Gathering, Indigenous People's Day Celebration, etc.) as well specific profile for the different organizations that support the Native American Community. On February 12th, 2020, the video project was finalized for both videos.

During production we filmed over 20 interviews and 5 different Native American organizations were showcased (UAIL, AICC, 7th Generation, ICOW, SCIC, ETC.) throughout the 2 videos produced.

Lessons Learned

Because of the large number of people participating in the videos, it was very important that the schedule for the interviews and scheduled video shoots were coordinated. Conflicting schedules created some difficulties in filming individuals to be part of the video, but we were able to find time for all participants to be interviewed and filmed for the videos.

Recommendations

There were some changes made after the script was finalized, which made it challenging during post production to follow the structure of the script. It would be helpful for in terms of the productions that when the script is being finalized, we try to make sure we stay within the confines of the script so that the final video will exhibit the vision from the script that was drawn up and revised.